

Director, Global Program Development

Location: Arlington, VA

FLSA Classification: Exempt

Reports to: Chief Executive Officer

Last Updated: January, 2010

Travel: up to 30% annually



Organization Background

Rare is a fast-growing, international conservation organization that has run state-of-the-art communications and outreach projects in more than 50 countries around the world. Named to *Fast Company Magazine's* list of "Top Social Capitalists" for four consecutive years, Rare is committed to bringing a spirit of entrepreneurship and creativity to solving one of this century's great challenges – building public support for conservation.

Rare works through local partnerships to tangibly reduce threats to the environment, often in collaboration with global partners like The Nature Conservancy, World Wildlife Fund, and the United Nations Environment Programme. Pulitzer Prize winning conservation leader E.O. Wilson described Rare's value as follows:

"In an original manner, Rare attends to conservation where it has ultimately the most lasting effect, through education tuned to the culture and needs of local people."

Rare's approach to conservation is the Pride Campaign, which identifies promising solutions to critical conservation challenges and then inspires local communities to adopt them. A Pride campaign looks like a two-year pep rally for the environment, complete with charismatic mascots, public festivals, and other social marketing tactics: posters, billboards, bumper stickers, public service announcements, and radio programming, etc. These locally-managed campaigns encourage local communities to see the environment as a source of civic pride, an asset to be safeguarded and sustainably managed. Conservation then becomes a positive, compelling, and more urgent cause. Over time, Pride campaigns build demand for proven solutions that benefit both the environment and the local people. Fishermen are motivated to better manage their fisheries, farmers reduce deforestation in favor of alternative and sustainable livelihoods, housewives adopt more fuel efficient wood stoves, and mayors establish waste management systems to protect water supplies and rivers.

In the past five years, Rare has trained more than a hundred local conservation organizations to design and implement Pride campaigns. To continue expanding and improving the program, Rare established a global Master's program for training Pride campaign managers that is now offered at partner universities in China, Indonesia, Mexico, and Washington DC, and began expanding regional staffs to increase the number and quality of campaigns in each region. Recently, Rare also launched www.rareplanet.org, a growing network of local conservation leaders.

As Rare expands, its strategy is shifting. Beginning this year, every Pride campaign in each regional cohort will be aligned around a similar problem and solution. Rare calls them "thematic cohorts." For example, Rare just launched 12 campaigns in the Andes to safeguard endangered endemic species by motivating farmers and local governments to protect the watersheds that harbor these one-of-a-kind birds and amphibians. Campaign managers will design and implement these projects while enrolled in Rare's global Master's program at ITESO in Guadalajara, Mexico. Across the globe, in Indonesia and Malaysia, Rare will launch 11 campaigns that inspire coastal fishers and their communities to create and better manage No Take Zones that will protect precious reefs and lead to more sustainable fisheries. Leaders managing those campaigns will form a cohort in the Rare Master's program at the Bogor Institute in Indonesia.

Position Background

The Director, Program Development is a new position at Rare – one that will have significant opportunity to help build a critical function, and interact with a vast network of staff, partners, and other conservation leaders around the world. Reporting to the CEO, and working closely with the COO, Regional Vice Presidents, and the Senior Vice President for Growth and Strategy, the Director will help identify key threats to nature around the world, develop Rare's response to address them, and marshal partnerships and alliances needed to achieve conservation outcomes. The director will work both internally to drive this process and externally to build Rare's brand and credibility across a spectrum of geographies, threats, and solutions.

Areas of Responsibility/Performance Expectations

Each year, Rare aims to launch at least 48 new Pride campaigns around the world, 12 in each of its four priority regions: China, Indonesia, Latin America, and the English-speaking tropics. To achieve this, the Director, Program Development will:

- Identify new Pride cohort opportunities in each of Rare's regions of operations (currently English-speaking tropics, Latin America, China, and Indonesia and Malaysia). This requires a deep understanding of the conservation landscape in each of these regions and the most common threats for which local communities have a disproportionate influence.
- Provide strategic guidance to regional program staff on identifying proven ways of addressing threats that require strong community support, including solutions searches and contests, in order to drive development of appropriate themes. Incorporate partner and advisor feedback into product improvement and development.
- Provide strategic guidance to partner recruitment staff on partner lead generation and selection of strategic partners, lead agencies, and campaign managers.
- Oversee and continuously improve a global system and the processes that support cohort development and partner recruitment.
- Act as DC-based representative for regional VPs in partner relations and program negotiation with for example large international conservation organizations and multi-lateral and government agencies.
- Support programmatic and fundraising initiatives by playing significant role in donor deal negotiation/closing.
- Manage contractors as necessary to identify trends and build networks of interested partners, through market research, solution contests, case studies, RarePlanet-based communities of practice, etc.
- Work in close collaboration with leadership in the areas of strategy, marketing, sales, product development, and regional management.
- Supervise a small team of direct reports who manage day-to-day the current cohort development and partner recruitment functions.

Qualifications, Skills & Knowledge Requirements (Please Note: these are to be used as a guideline when filling a position and are subject to change)

- Bachelor's degree required, Master's degree preferred with an international focus in marketing and sales, recruitment, international work, or related field.
- Minimum of 8 years of related experience, preferably in international development and/or conservation contexts.
- Demonstrated strengths in program development and design, especially in the development or conservation arena.
- Demonstrated record of success in building partnerships.
- Significant prior success in marketing, sales, recruitment, pipeline development and management, or business development required.
- Strong systems approach to management, with experience using CRM software
- Written and spoken proficiency in English; Spanish, Bahasa Indonesia, or Mandarin preferred; proficiency strongly preferred; French, also helpful.

- Strong knowledge and network of key players in the national, regional and international nonprofit, environmental, or academic community required.
- Experience in working with teams across long distances.
- Excellent program management skills required.
- Intercultural/multicultural experience and attitude.
- Note that willingness for significant international travel is required (up to 30%).

Benefits

In addition to fully covered health insurance, a retirement savings plan, and generous vacation/holiday leave time, benefits include an annual training budget for continuous learning and growth, a bonus plan that ties to individual and organizational performance, and a flexible and fun work environment. The organization also holds an annual staff retreat that brings every staff member together to ensure alignment around mission, priorities and organizational culture.

To Apply: Please upload a resume and thoughtful cover letter, outlining how your skills and experience meet the qualifications of the position and stating how you heard about this opportunity, both in Word format, to Brett Jenks at <http://jobs.cgcareers.org/application.aspx?id=1506> with subject line "Director, Program Development." Applications will be reviewed on a rolling basis and this position will stay open until filled.

About Commongood Careers: Rare has partnered with Commongood Careers to conduct the search for a Director of Program Development. Commongood Careers (www.cgcareers.org/) is a nonprofit search service that connects talented individuals to organizations that are dedicated to creating positive social change. Founded and staffed by nonprofit professionals, Commongood Careers offers personalized, engaged services to jobseekers and organizations throughout the hiring process, as well as access to a wealth of knowledge about nonprofit careers.